

Dr Rahul Dhiman

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Ongoing Research Projects

- Project Director in an Externally Funded Project titled “Agricultural Start-up Ecosystem and Challenges: A Study in North India” funded by Indian Council of Social Sciences Research (ICSSR), New Delhi, Government of India, amount INR. 6,35,000 (Six Lakhs and Thirty Five Thousand Only) from 2023-24.
- Co-Principal Investigator in an Institutional Funded Project titled “Development of Technology of Carbonated Beverages from Culled Apple for Commercial Production” amount INR 12,00,000 (Twelve Lakhs Only) from 2023-25.
- Co- Principal Investigator in Department of Agriculture, Shimla, Government of Himachal Pradesh Funded Project titled “Development of Marketing Standards, Facilities and Channels of Dry Flowers & Value Added Products” amount INR 10,00,000 (Ten Lakhs Only) from 2024-25.

Important Research Publications

- Ghosh, P., Upadhyay, S., Srivastava, V., Dhiman, R. & Yu, L. 2024. How influencer characteristics drive Gen Z behavioural intentions of selecting fast-food restaurants: mediating roles of consumer emotions and self-construal. *British Food Journal*, 126(12): 4072-4092. (**Scopus Indexed**)

<https://www.emerald.com/insight/content/doi/10.1108/bfj-12-2023-1154/full/html>

- Dhiman, R., Srivastava, V., Srivastava, A., Rajni & Uppal, A. 2023. How To Plan and Write form Systematic Literature Review Papers in Management Domain. In S. Rana, J. Singh & Sakshi (Eds.), *Advancing Methodologies of Conducting Literature Review in*

Management Domain, Emerald, UK (**Scopus Indexed**)

<https://www.emerald.com/insight/content/doi/10.1108/S2754-586520230000002003/full/html>

- Uttam, S., Srivastava, V., Rajni, Sharma, I. & Dhiman, R. 2022. Indian Clothing: Its Evolution and Development in the Modern Times. In M. Brandtrup, L.P. Dana, M. Caratu, D. Ryding & G. Vignali (Eds.), *The Garments Economy: Understanding History, Developing Business Models, and Leveraging Digital Technologies*, Springer, USA (**Scopus Indexed**)

https://link.springer.com/chapter/10.1007/978-3-031-33302-6_4

- Sharma, I., **Dhiman, R.** & Jha, S. 2021. Digital Marketing as a Tool of De-globalization: A Study during Covid Pandemic. In J. Paul & S. Dhir (Eds.), *Globalization, De-Globalization, and New Paradigms in Business*, Springer, USA (**Scopus Indexed**).

https://link.springer.com/chapter/10.1007/978-3-030-81584-4_9

- Uppal, A., Sharma, I. & Dhiman, R. 2024. Student Satisfaction as an Antecedent to Employee Engagement among Edupreneurs: A Review and Future Research Agenda. *World Review of Entrepreneurship, Management and Sustainable Development*, **20**(2): 117-137. (**Scopus Indexed**).

<https://www.inderscienceonline.com/doi/abs/10.1504/WREMSD.2024.136941>

- Srivastava, V., Uppal, A. & Dhiman, R. 2024. Corporate Social Responsibility of Small Business Entrepreneurs: A Critical Review and Stakeholder's Perspective. *World Review of Entrepreneurship, Management and Sustainable Development*, **20**(1): 40-57 (**Scopus Indexed**).

<https://www.inderscienceonline.com/doi/abs/10.1504/WREMSD.2024.135064>

- Hemrajani, P., Khari, R. and Dhiman, R. 2024. Retail Investors' Financial Risk Tolerance and Risk-taking Behaviour: The Role of Psychological Factors. *FII B Business Review*, **13**(1), 87-105. (**Scopus Indexed**).

<https://journals.sagepub.com/doi/full/10.1177/23197145211058274>

- Hemrajani, P., Khari, R., Khan, M. and Dhiman, R. 2023. Financial Risk Tolerance: A Review and Research Agenda. *European Management Journal*. *European Management Journal* **41**(6):1119-1133. (**Scopus Indexed**).

<https://www.sciencedirect.com/science/article/abs/pii/S0263237323001251>

- Ghosh, P., Jhamb, D. and Dhiman, R. 2023. Measuring QSR service quality on behavioral intentions of Gen Z customers using QUICKSERV–Mediating Effect of service value and satisfaction. *International Journal of Quality & Reliability Management* **40**(10):2351-2370. **(Scopus Indexed)**.

<https://www.emerald.com/insight/content/doi/10.1108/IJQRM-06-2022-0183/full/html>

- Goel, A., Dhiman, R., Rana, S. and Srivastava, V. 2022. Board Composition and Firm Performance: Empirical Evidence from Selected Indian Companies. *Asia Pacific Journal of Business Administration* **14**(4): 771-789. **(Scopus Indexed)**.

<https://www.emerald.com/insight/content/doi/10.1108/APJBA-09-2021-0483/full/html>

- Dhiman, R. 2022. Evaluating the Competitiveness using Revealed Comparative Advantage Index: The Case of Indian Textile Exports. *International Journal of Business and Globalisation* **31**(4): 433-445. **(Scopus Indexed)**.

<https://www.inderscienceonline.com/doi/10.1504/IJBG.2022.127125>

- Hemrajani, P., Khari, R., Swami, A., Khan, M. and Dhiman, R. (2022). Mapping the Intellectual Structure of Workplace Spirituality through Bibliometric Analysis. *FIIIB Business Review*. **(Scopus Indexed)**.

<https://journals.sagepub.com/doi/full/10.1177/23197145221099090>

- Hemrajani, P., Khari, R. and Dhiman, R. (2021). Retail Investors' Financial Risk Tolerance and Risk-taking Behaviour: The Role of Psychological Factors. *FIIIB Business Review* **13**(1):87-105 **(Scopus Indexed)**.

<https://journals.sagepub.com/doi/10.1177/23197145211058274>

- Paul, J. and Dhiman, R. 2021. Three Decades of Export Competitiveness Literature: Systematic Review, Synthesis and Future Research Agenda. *International Marketing Review* **38**(5): 1082-1111. **(Scopus Indexed)**.

<https://www.emerald.com/insight/content/doi/10.1108/IMR-12-2020-0295/full/html>

- Dhiman, R., Kumar, V. and Rana, S. 2020. Why export competitiveness differs within Indian textile industry? Determinants and empirical evidence. *Review of International*

Business and Strategy **30**(3): 375-397. (**Scopus Indexed**).

<https://www.emerald.com/insight/content/doi/10.1108/RIBS-03-2020-0021/full/html?skipTracking=true>

- Mittal, A., Dhiman, R. & Lamba, P. 2019. Skill Mapping for Blue-Collar Employees and Organizational Performance: A Qualitative Assessment. *Benchmarking: An International Journal* **26**(4): 1255-1274. (**Scopus Indexed**).

<https://www.emerald.com/insight/content/doi/10.1108/BIJ-08-2018-0228/full/html>

- Dhiman, R. & Sharma, M. 2019. Relation between labour productivity and export competitiveness of Indian textile industry: Cointegration and causality approach. *Vision: The Journal of Business Perspective* **23**(1): 22-30. (**Scopus Indexed**).

<https://journals.sagepub.com/doi/full/10.1177/0972262918821230>

- Dhiman, R., Chand, P. & Gupta, S. 2018. Behavioural aspects influencing decision to purchase apparels amongst young Indian consumers. *FIIIB Business Review* **7**(3):188-200. (**Scopus Indexed**).

<https://journals.sagepub.com/doi/10.1177/2319714518790308>

Books Authored

- Sharma, I., Dhiman, R. & Srivastava, V. (2023). *Effective Leadership and Organization's Market Success*. Routledge (Taylor and Francis), London, ISBN: 9781032341187 (**Scopus Indexed**)

<https://www.taylorfrancis.com/books/mono/10.4324/9781003415565/effective-leadership-organization-market-success-ila-sharma-rahul-dhiman-vimal-srivastava>

- Dhiman, R. and Sharma, M. 2020. *The Textile Industry and Exports in Post-Liberalization India*. Routledge (Taylor and Francis), London, ISBN: 9781003050292

<https://www.taylorfrancis.com/books/mono/10.4324/9781003050292/textile-industry-exports-post-liberalization-india-rahul-dhiman>

Book Chapters

- Uttam, S., Srivastava, V., Rajni, Sharma, I. & **Dhiman, R.** (2022). Indian Clothing: Its Evolution and Development in the Modern Times. In M. Brandtrup, L.P. Dana, M. Caratu, D. Ryding & G. Vignali (Eds.), *The Garments Economy: Understanding History, Developing Business Models, and Leveraging Digital Technologies*, Springer, USA (**Scopus Indexed**) https://link.springer.com/chapter/10.1007/978-3-031-33302-6_4
- **Dhiman, R.**, Srivastava, V., Srivastava, A., Rajni & Uppal, A. (2023). How To Plan and Write form Systematic Literature Review Papers in Management Domain. In S. Rana, J. Singh & Sakshi (Eds.), *Advancing Methodologies of Conducting Literature Review in Management Domain*, Emerald, UK (**Scopus Indexed**). <https://www.emerald.com/insight/content/doi/10.1108/S2754-586520230000002003/full/html>
- Sharma, I., **Dhiman, R.** & Jha, S. (2021). Digital Marketing as a Tool of De-globalization: A Study during Covid Pandemic. In J. Paul & S. Dhira (Eds.), *Globalization, De-Globalization, and New Paradigms in Business*, Springer, USA (**Scopus Indexed**). https://doi.org/10.1007/978-3-030-81584-4_9
- **Dhiman, R. (2022)**. Developing a Conceptual Framework for Determinants of Exports Competitiveness. In A.K Sinha, A. Pandey, A. K Mohapatra & S. Rana (Eds.), *Advances in Emerging Markets and Business Operations*. Routledge, Taylor & Francis (**Scopus Indexed**). <https://doi.org/10.4324/9781003199168-3>
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Awards and Recognitions

- Impactful Research Award for the paper titled “Behavioural aspects Influencing Decision to Purchase apparels amongst Young Indian Consumers” published in Sage, July 2, 2022.
- University Grants Commission (UGC), Govt. of India, National Fellowship, March, 2015-16.
- University Grants Commission – National Eligibility Test (Management), June 2013.

- Malaysian International Scholarship (MIS), Ministry of Human Resource Development, (MHRD), Government of India, New Delhi, June 7, 2011.

Significant Outreach Activities

- Visited the Faculty of Economics and Business, Universidad Autónoma de Madrid (Spain) as a **Visiting Researcher** from September 4-18, 2023.
- Attended **Youth Entrepreneurship Workshop** conducted by The Netherlands Education Group from November 27 to December 02, 2022, Jacob Krusestraat 156, 1106 ZL Amsterdam, Netherlands.